

Quality is a Journey...
Not a Destination



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1.1 ABOUT

Sinanics Components Pvt. Ltd. has been in the business of manufacturing wire wound inductors and transformers for the last 25 years. Started as a modest 10 employee setup in 1981, we have now grown into a 140 member strong organization with a presence all over India and Europe.

We started with a unique focus on custom made inductive components which we are specializing in now. The biggest advantage the customer gets is that he gets to participate in every stage of product design and development and we at Sinanics are always looking at the most efficient and cost-effective design which the customer is able to appreciate.

Our competitive priorities lie in providing a zero defect product cost effectively and at flexible volumes. Infact, we have customers buying from a thousand to customers buying a million components and we are able to service both with no difference whatsoever in quality of service provided.

We are sure your association with us will be an experience to cherish.



1.2 HISTORY

Sinanics was started in the year 1981 by late technocrat entrepreneur S.Srinivasan. After working at BARC (Baba Atomic Research Centre), ECIL (Electronic Corporation of India Ltd.) and Philips India, he started out independently to supply IFT (intermediate frequency transformer) coils to Philips.

A brief timeline of Sinanics is given below

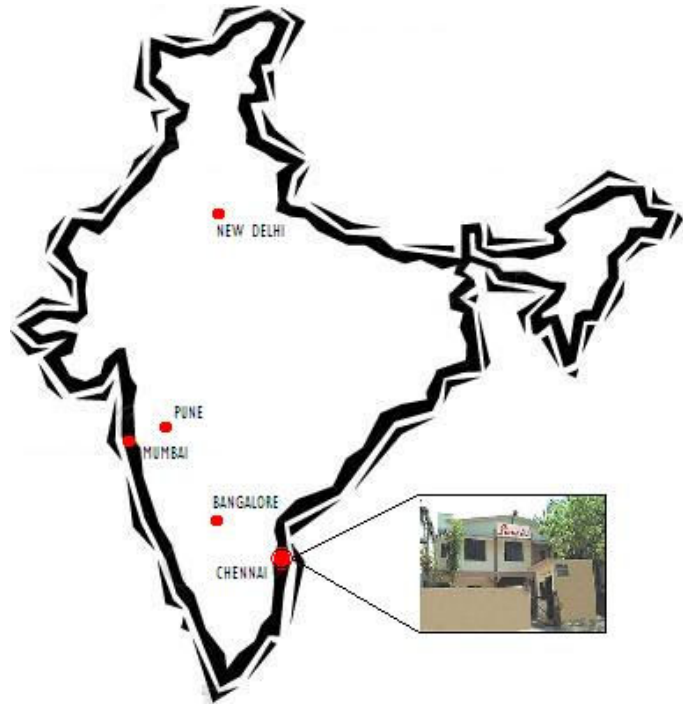
Timeline	
1981	Founded
1981	Production of IFT's commenced
1982	Became a Pvt. Ltd. concern
1985	Introduced fixed and variable coils
1990	Opened second factory to manufacture SMPS transformers
1988	Won the National Productivity Award
1989	Won the National Productivity Award second year running
1993	Commenced exports
1997	Certified for ISO 9000:1994
2000-02	State Quality Award for SME
2003	Best Vendor Award from LG Electronics India
2004	Recertified for ISO 9001:2000

1.3 DEMOGRAPHIC OVERVIEW

Sinanics has its head office and manufacturing plant at the port city of Chennai in the south of India.

Chennai, formerly known as Madras, is the capital of the state of Tamil Nadu and is India's fourth largest metropolitan city. It is located on the Coromandel Coast of the Bay of Bengal. With an estimated population of 7.60 million (2006), the 368-year-old city is the 36th largest metropolitan area in the world.

The city is a large commercial and industrial centre, and is known for its cultural heritage and temple architecture. Chennai is the automobile capital of India, with around forty percent of the automobile industry having a base there and with a major portion of the nation's vehicles being produced there.



The Chennai International Airport serves as the city's airport for both domestic and international flights. The city is connected to major hubs in South Asia, South East Asia, the Middle East, Europe and North America through over thirty national and international carriers. The airport is also the second busiest cargo terminus in the country.

The city is served by two major ports namely the Chennai Port which is one of the largest artificial ports and the Ennore Port. The Chennai port is India's second busiest container hub handling general industrial cargo, automobiles etc. The Ennore port handles cargo such as coal, ore and other bulk products.

1.4 CONTACT INFORMATION

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2.1 PROCESS OVERVIEW

The Chennai facility of Sinanics has an area of about 1500 sq.meters. Built up with 2 floors of production, it houses 140 employees and 15 support staff. The headquarters is also located in the same building.

Bulk of the process is manual and requires constant human intervention. However most winding processes are semi-automatic and employ the latest winding machines to deliver top quality products.

The production is segregated operation-wise and follows a batch processing method of operation. The complexity of the shop floor is well highlighted by the fact that at any given point of time, roughly 50 different types of coils are running in the line whose batch sizes vary anywhere between 500 to 5000.

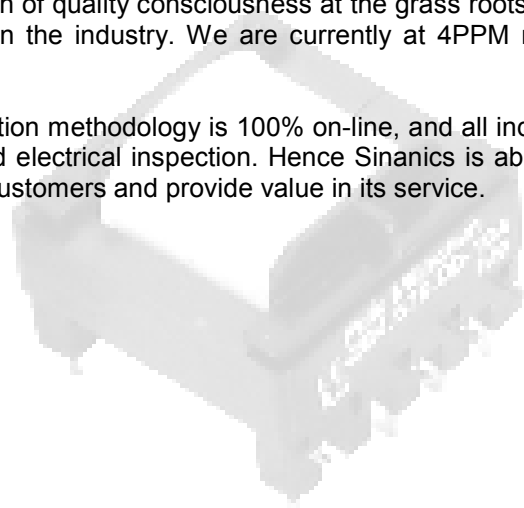
This expertise gathered in handling such a variable demand load has enabled Sinanics to be the perfect partner to customers who have highly variable demands and a numerous varieties.

However, we are also able to deliver standard products having huge demand with negligible change in characteristics. Such constant high volume demands from customers are also met with ease.

It is this flexible nature of Sinanics that makes us a preferred partner for many companies who invariably start dealing with us right from the design stage.

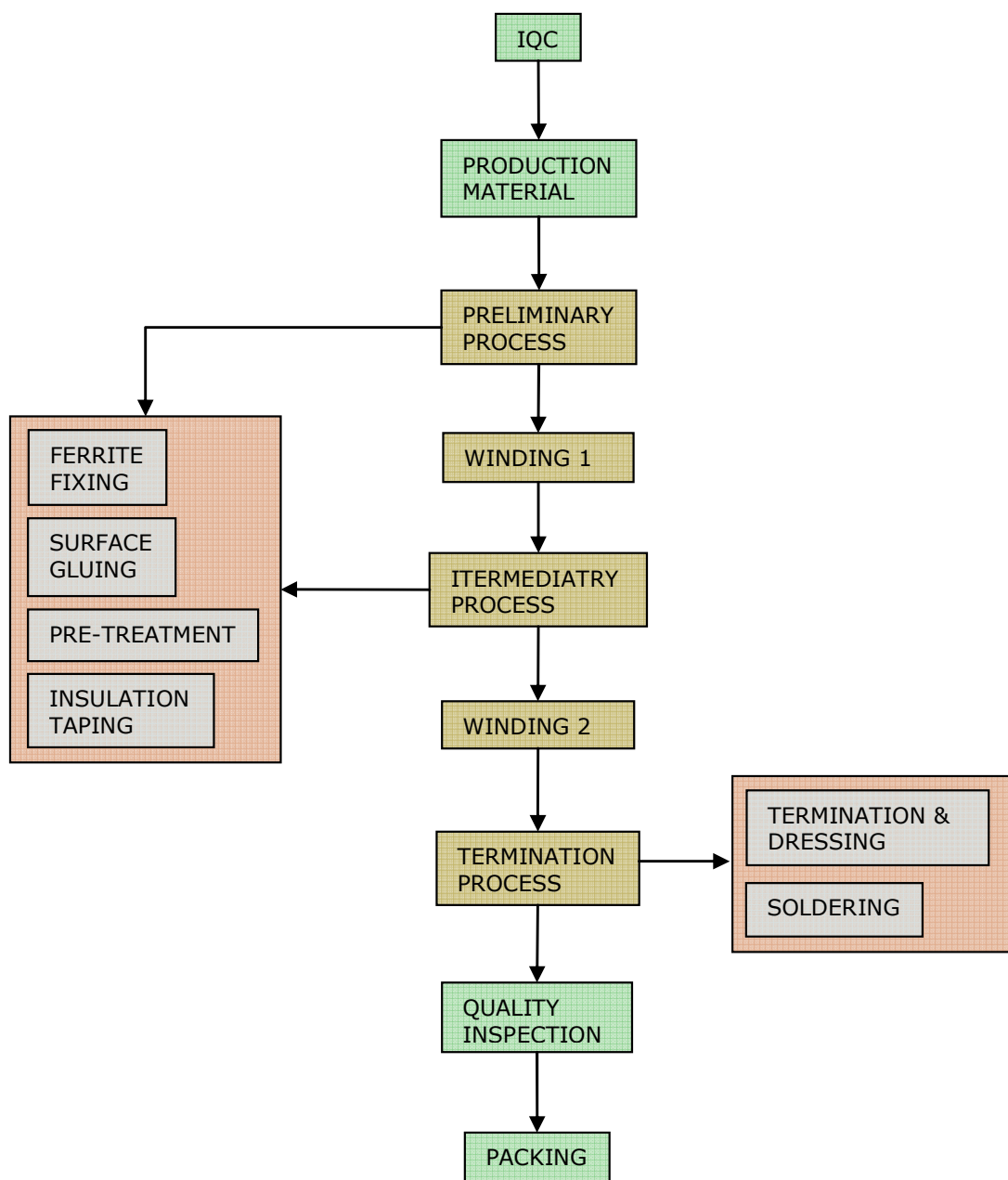
The added strength of quality consciousness at the grass roots level had enabled us to be a benchmark in the industry. We are currently at 4PPM rejection levels with our customers.

Our quality inspection methodology is 100% on-line, and all individual parts go through detailed visual and electrical inspection. Hence Sinanics is able to guarantee a defect free supply to its customers and provide value in its service.



2.2 PROCESS FLOWCHART

The following gives a general process flowchart.



3.1 INTRODUCTION

Quality has been one of the key performance indicators of Sinanics. Since the company's inception, quality focus has been developed into a competitive advantage and the continued efforts has paid benefits to the company in making it set benchmark quality standards.



The commitment to quality has essentially been achieved through years of commitment and intense focus in delivering defect free products to customers and has essentially come from the efforts of the top management.

This has enabled the ideology to be spread to the grassroots level wherein every worker is committed to supplying a defect free product. This commitment has enabled Sinanics to sustain its reputation as a company par excellence in maintaining very

Such an excellent track record has not gone unnoticed with our customers who have recognized our efforts with numerous awards and quality certificates. Also more and more customers are involving us at the design stage and opening up their new product developments to us in view of the fact that consistent results and non-compromising design requirements are met.

3.2 ISO CERTIFICATION

Sinanics is certified for ISO 9001:2000 by the Underwriters Laboratory and has been an ISO organization since 1997.

In tune with the ISO requirements, we maintain the highest standards in process and documentation and have been having a consistent track record with UL in maintaining the required systems and procedures.

Since we specialize in customer specific product design and production and do not have standard products, we do not have product specific safety approvals from UL.

However, in many cases, specific product safety approvals are required to be undertaken. Such requirements are met by Sinanics and we have in quite a few cases got specific product approvals as per the customer requirements.

Such special requests are also being catered to by the company¹.



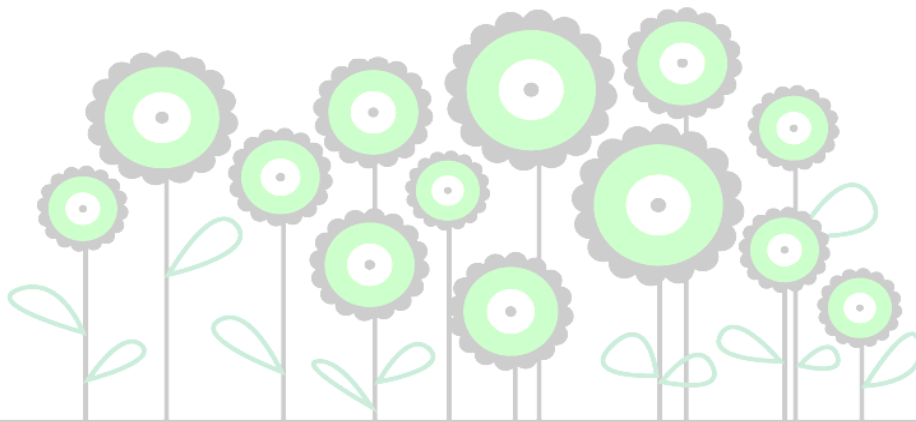
¹ – For more information regarding specific product approvals, please contact the Sales Office of Sinanics Components Pvt. Ltd.

3.3 ROHS COMPLIANCE

Sinanics is committed to responsible design and manufacturing and is prepared to meet international environmental standards².

We have qualified majority of our products and process technologies for Restriction of Hazardous Substances (RoHS) compliance in accordance with the European Directive 2002/95/EC ahead of the EU legislated deadline of 2006.

The RoHS directive prohibits the sale of electronic equipment containing certain hazardous substances such as lead, cadmium, mercury, hexavalent chromium, polybrominated biphenyls ("PBB") and polybrominated diphenylethers ("PBDE") in the European Union.



2 – Disclaimer: Sinanics wishes to clarify that not all products are RoHS compliant as a standard. Non-RoHS products are also available. RoHS compliance is specific to customer requirements and Sinanics has the ability to meet the ROHS standards. Upon request, Sinanics will be able to furnish all relevant reports and test certificates apart from the self declaration certificate to its customers to validate its claims.

For more details regarding our RoHS policy, please contact the Sales Office of Sinanics.

4.1 OVERVIEW

There are only two revenue centres in a company, innovation and marketing. The D&D department of Sinanics ensures just that.

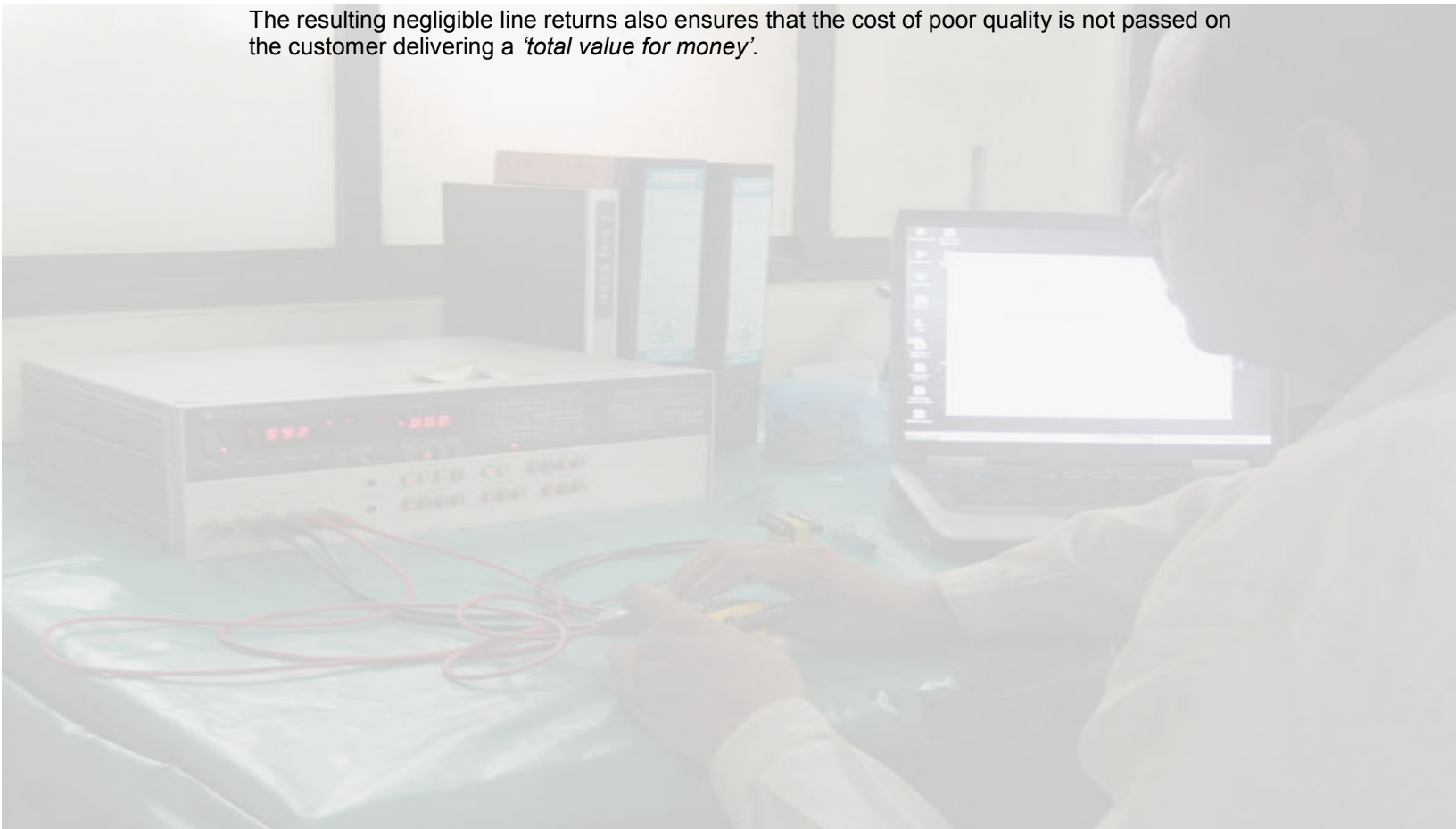
From developing low cost designs to handling critical and complex design considerations, our D&D department is well equipped in handling a variety of jobs.

With two senior managers having a combined experience of 3 decades in process technology and product development, we ensure that your requirements are adequately met.

Our D&D department is positioned in such a way that, it is under the direct control of the production. Thus the Production Manager becomes the overall in-charge of the development activity.

It becomes a competitive advantage to us in effect that, no non-executable design is ever made and in tune with the concept of '*total product development*', all production constraints are well taken into account during the design stage itself. Potential problems and faulty designs are predicted much earlier than it occurs giving us a unique edge in delivering consistent and top quality products.

The resulting negligible line returns also ensures that the cost of poor quality is not passed on the customer delivering a '*total value for money*'.



4.2 WHY US?

There are many reasons why an association with us would be beneficial to you. Some of the important ones are highlighted below for your benefit.

- Custom Designed Products

Whatever be your design requirements we are up to the task to help you realize the product that you want. With a wide range of support services available at vicinity, we will be able to support your requirements to our fullest ability.

- Cost Effective Design and Tooling

Product designs are of no use unless they are cost effective. We realize the need to develop a realizable product for our customers which will bring mutual benefit. From competitive tooling costs to delivering a saleable product, our cost conscious efforts at each stage help enable us to deliver total value to our customer.

- Total Product Solutions

- Does your product need attachments?
- Would you prefer a vendor who gave you an integrated solution?

We feel the need of our customers requiring a supplier with extended capabilities to provide them with total solutions. From plastic to metal attachments, to integrated sub-assemblies, we can act as your extended arm in taking care of your non-core activities so that you can focus your efforts in your thrust area.

- Protect Intellectual Property Rights³

Intellectual Property Rights (IPR) is a very important issue in today's business context and we at Sinanics take IPR violations very seriously. We believe in protecting customer's original designs and take every effort to safe guard their privacy. In many cases, we have undertaken declarations with many of our customers regarding IPR and we are well aware of their legal and financial implications.

3 – Disclaimer: Sinanics wishes to clarify that IPR's are strictly as per customer rules and regulations only. Sinanics as such does not have an explicit policy verbally or written regarding IPR. Sinanics also wishes to clarify that undertaking an agreement to protect customer designs will be done only at the request of the customer and is not a normal part of the sample development process.

5.1 CLIENTELE

Sinanics serves a wide range of customers spanning different fields and industries. Due to our tremendous volume flexibility, we often serve a wide variety of customers some of who are in fact research and educational institutions.

Sinanics is proud of its clientele and is happy to participate in their efforts to produce a defect free and a cost-effective product.



6.1 VENDOR INFORMATION

Sinanics sources a lot of products for its inductor and transformer manufacturing both locally, within India and abroad. The following gives a list of most used parts by us for which we would be happy to solicit offers.

PART LIST	
1	Ferrite cores
2	Enamelled copper wires
3	Bobbins/ Formers
4	Bobbin pins
5	Insulation tapes

SUPPLIER CRITERION

The following are some minimum requirements that we expect out of vendors to enable them to be approved suppliers

All products must be UL approved and must have a valid UL File Number

All products must confirm to RoHS specifications and necessary certifications needs to be furnished to validate the claim.

Detailed test reports are a must with every supply lot.

Prefer vendors having a wider range in their product category.

Samples are trial lots are always insisted upon before commencement of regular purchases.

Sinanics requires vendors to submit corrective and preventive action reports for rejected lots.

Prefer vendors offering value-added solutions to their product range.

Volume flexibility is a necessary criterion.

For full details regarding product sub-categories, non-listed products or to get in touch with our sourcing team, contact

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7.1 VALUE PARTNERS

Sinanics Components values its partners who work as our extended arm and tirelessly help us in our effort to grow into a globally recognized firm.

For sales enquires etc, you may please contact the office closest to your location.

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For an up to date overview of our organization and the products, please visit our website www.sinamics.com

To request extra copies of the catalogue please contact your nearest Sinamics sales office.

Disclaimer:

1. Products shown are not an exact representation of the components manufactured by Sinamics Components Pvt. Ltd. The appearance may have been enhanced for a visual appeal.
2. All information given is true to the best of the knowledge of the organization. Any misinformation is purely unintentional and unintended.
3. Products are not RoHS unless otherwise specified so.

For queries on technology, prices and delivery please contact the Sales Offices of Sinamics.

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